

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 EB-07 ISO-00 /020 W

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R 131547Z JAN 76

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 2051

UNCLAS COPENHAGEN 0129

E.O. 11652: N/A

TAGS: BEXP, DA

SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM: SECOND QUARTER PROGRESS
REPORT

REF: (A) COPENHAGEN 1906, JULY 3, 1975

(B) COPENHAGEN 3054, OCTOBER 17, 1975

1. MOST OBJECTIVES FOR SECOND QUARTER CCP 76 WERE MET. HOWEVER, CAMPAIGN 3, METALWORKING AND FINISHING MACHINERY AND EQUIPMENT CONTINUES TO PRESENT TRADE OPPORTUNITY SHORTFALL PROBLEM AS NOTED IN REF A. IN VIEW OF THIS WE BELIEVE THAT CONSUMER GOODS WOULD BE A GOOD SUBSTITUTE FOR THIS CAMPAIGN THEME. THE EXTENSIVE DANISH INTEREST IN THE U.S. BICENTENNIAL WILL BE REFLECTED IN STORE SALES PROMOTION THEMES THROUGH WHICH THE EMBASSY SHOULD BE ABLE TO DEVELOP TRADE OPPORTUNITIES. WITH WCAG CONCURRENCE WE WOULD LIKE TO CHANGE CAMPAIGN 3 TO CONSUMER GOODS.

2. SENIOR COMMERCIAL SPECIALIST HARALD GRUT WAS ABSENT DUE TO ILLNESS FROM LATE SEPTEMBER UNTIL EARLY NOVEMBER AND ON HALF-DAY SCHEDULE FOR REMAINDER OF QUARTER.

3. OUTSIDE SPECIFIC CAMPAIGN AREAS, THE FOLLOWING ACTIVITIES WERE CARRIED OUT SUCCESSFULLY:

A. COMATT PARTICIPATION IN FOUR ONE-DAY SEMINARS ON TRADING WITH THE U.S. SEMINARS WERE CONDUCTED BY THE REGIONAL BANKS OF DENMARK AND WERE HELD IN COPENHAGEN AND THREE CITIES IN JUTLAND.

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B. THREE-DAY DEMONSTATION OF LEXITRON VIDEOTYPE EQUIPMENT IN EMBASSY AUDITORIUM.

C. ONE-DAY SEMINAR ON CULLIGAN LABORATORY ANND INDUSTRIAL WATER PURIFICATION EQUIPMENT IN EMBASSY AUDITORIUM.

D. PROGRAM, INCLUDING RECEPTION, TO PROMOTE FBG TO CHICAGO HOUSEWARES SHOW.

E. MAJOR AGENCY/DISTRIBUTOR PROMOTION EFFORT INITIATED BY THE EMBASSY AND CARRIED OUT AT THE COPENHAGEN INTERNATIONAL BOAT SHOW IN WHICH THE EMBASSY CONTACTED MORE THAN 1000 DANISH EXHIBITORS ON BEHALF OF 67 U.S. FIRMS.

F. INSTITUTION OF READERS' SERVICE CARD (RSC) WITH THE VIEW TO DETERMINING THE EFFECTIVENESS OF THE EMBASSY'S COMMERCIAL NEWSLETTER. THE RESPONSE TO THE FIRST RSC IN THE OCTOBER NEWSLETTER WAS HIGHLY SATISFACTORY WITH 76 CARDS CONTAINING 233 INQUIRES ADDRESSED TO 95 U.S. FIRMS RECEIVED TO DATE FROM AMONG 450 ADDRESSEES. ADDITIONAL RSCS CONTINUING TO BE RECEIVED. IT MAY BE NECESSARY TO LIMIT USE OF RSC TO TWICE YEARLY DUE TO ADDITIONAL WORKLOAD WHICH ITS USE IMPOSES.

4. ACTION REQUESTED:WCAG CONCURRENCE IN CHANGING OF CAMPAIGN 3 TO CONSUMER GOODSS IS REQUESTED.
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